

## Message Text

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73

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-12 USIA-15 DRC-01 RSC-01 /055 W  
----- 099880

R 021412Z OCT 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 2829

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL STRASBOURG

AMCONSUL NICE

UNCLAS PARIS 23228

PASS COMMERCE FOR NELSON, OFFICE OF ASSISTANT  
SECRETARY FOR TOURISM, OESP

E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: FOREIGN BUYER GROUP: PACKAGING EXPOSITION

REF: STATE'S A-2763; STATE 114770

1. EMBASSY WORKED WITH USTS AND PARIS TRAVEL AGENT, SIRTAM VOYAGES, ON THE PROMOTION OF THE PACKAGING MACHINERY MANUFACTURERS INSTITUTE'S PACK EXPO TO BE HELD IN CHICAGO, OCTOBER 7-10. INVITATION LETTERS ENCLOSING THE SHOW FLYER AND A RETURN CARD WERE PREPARED BY THE EMBASSY AND SENT TO APPROXIMATELY 300 PROSPECTIVE FRENCH VISITORS. EACH CONSULATE PREPARED LISTS OF POTENTIAL BUYERS, AGENTS, AND MANUFACTURERS IN ITS AREA TO RECEIVE INFORMATION ON PACK EXPO. THE LETTER, DATED AUGUST 1, PROVIDED DETAILS ON THE VARIOUS PRODUCTS TO BE FEATURED AND INFORMATION ON THE TRIP PLANNED BY SIRTAM VOYAGES.

2. PUBLICITY ON PACK EXPO APPEARED IN THE FOLLOWING PUBLICATIONS: THE EMBASSY NEWSLETTER; THE USTS NEWSLETTER, INFO USA; EMBALLAGES, THE MAJOR FRENCH  
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PACKAGING JOURNAL; AND THE JOURNAL DES TECHNIQUES

PAPETIERES ET GRAPHIQUES.

3. EMBASSY RECEIVED ONLY SIX REPLIES FROM THE 300 FIRMS CONTACTED. WE BELIEVE THAT THE SHORT LEAD TIME GIVEN TO THE EMBASSY AND THE SUMMER VACATION PERIOD ACCOUNT FOR THE SMALL RESPONSE. BECAUSE THE GROUP WAS NOT LARGE ENOUGH, SIRTAM VOYAGES CANCELLED ITS TOUR. INDIVIDUAL FRENCH BUSINESSMEN, HOWEVER, ARE EXPECTED TO ATTEND PACK EXPO DUE TO THE SUBSTANTIAL AMOUNT OF PUBLICITY RECEIVED BY THE EXPOSITION.

4. TO BE EFFECTIVE, EMBASSY BELIEVES THAT PROMOTION OF FOREIGN BUYERS GROUPS TO U.S. SHOWS MUST BE MADE AT LEAST SIX MONTHS PRIOR TO THE OPENING OF AN EXPOSITION.

IRWIN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Review Authority:** smithrj  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 13 MAR 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <13 MAR 2002 by chappeld>; APPROVED <10 FEB 2003 by smithrj>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
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**TAGS:** BEXP, FR  
**To:** STATE  
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**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005